



## Seeing is believing—How exposure to ITPC’s media campaign affects tobacco knowledge, attitudes, and beliefs among Hoosier youth

### BACKGROUND

**T**obacco use costs Hoosiers 10,300 lives and \$1.6 billion each year. With the 5<sup>th</sup> highest smoking rate in the United States, Hoosiers must continue to take action in reducing the tobacco burden. Indiana has taken a big step in reversing tobacco’s devastating effects through the Indiana Tobacco Prevention and Cessation (ITPC) programs.

The Indiana Tobacco Use Prevention and Cessation Trust Fund and Executive Board exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. Following the Centers for Disease Control (CDC) Best Practices for Tobacco Control, Indiana established a tobacco control program that is coordinated, comprehensive and accountable. The Hoosier Model for tobacco control incorporates elements from all nine categories recommended by the CDC and has five major categories for funding. The Hoosier Model consists of a variety of initiatives including community grants, enforcement programs, cessation initiatives and a counter-marketing media campaign.

The ITPC counter-marketing media campaign focuses on changing adult and youth knowledge and attitudes related to tobacco. The campaign targets Indiana general population adults and youth, as well as specific segments of minorities. The aim of the media campaign is to educate the public about the dangers of tobacco use, secondhand smoke, and tobacco industry marketing practices. The campaign is designed to help change the social norms and acceptability of tobacco use in Indiana.

In its ongoing efforts to assess tobacco control initiatives, ITPC is conducting a series of telephone

surveys designed to gauge the effectiveness of Indiana’s statewide anti-tobacco media campaign. Survey questions measure awareness of anti-tobacco efforts and changes in important tobacco-related knowledge, attitudes, and beliefs among Hoosier youth, which have been demonstrated elsewhere to be key predecessors to changes in behavior.<sup>1</sup> The first of these surveys was conducted in September 2001, prior to the launch of the statewide media campaign. ITPC used the results to learn which areas required focus, and designed interventions to address them. This baseline survey indicated that work should be done based on the following measures:

- Seventy percent (70%) of youth believed that tobacco companies influence young people to smoke.
- Half (49%) of all youth respondents believed that smoking was socially acceptable.
- Seven percent (7%) of youth believed that smoking cigarettes makes young people look cool.

Since the implementation of the statewide media campaign, two follow-up telephone surveys have been conducted to track the campaign’s success in changing these attitudes and beliefs as it has progressed. The most recent follow-up survey was conducted nearly two years into the media campaign (June and July 2003), with 1,000 youths. The sample was selected to be representative of Indiana’s population by taking into account such factors as race and ethnicity, region, and rural versus urban residence. The following highlights key findings from the 2003 youth media tracking survey.

<sup>1</sup> Evans W.D., Hersey, J., Ulasevich, A., Powers, A. (2000). What Youth Think About Smoking: Results from the 1999 National Youth Tobacco Survey.

In addition, ITPC conducted Indiana's second youth tobacco survey in 2002. These data show dramatic decreases in youth smoking among high school students. Approximately 23% of Indiana high school (9<sup>th</sup> to 12<sup>th</sup> grades) and 9% of middle school (6<sup>th</sup> to 9<sup>th</sup> grades) students report current cigarette use. This is a 26% decline among Indiana high schools students since 2000. Indiana's high school students smoking prevalence has decreased to lower than the U.S. overall average, which is 28%<sup>2</sup>. A slight decline of 12% was also seen among middle school students. Rates for middle school youth in Indiana and U.S. overall are comparable.

Data from the 2002 Indiana Youth Tobacco Survey (YTS) serves as a benchmark to the progress Indiana is making towards its objectives. These data, as well as findings from the media tracking survey shown here, indicate the impact the awareness of the media campaign may be having on youth smoking throughout Indiana.

## KEY SURVEY FINDINGS

### Advertising Awareness and Implications for Campaign Effectiveness

**A**dvertisement awareness is the first major step in an effective campaign because youth must be aware of advertisements to be influenced by them. Findings from other state and national campaigns suggest that advertisement awareness increases anti-tobacco knowledge, attitudes, and beliefs, leading to reductions in cigarette smoking.

Results from the 2<sup>nd</sup> year of the ITPC campaign indicate significant increases in campaign awareness, resulting in positive influences on youth knowledge, attitudes, and beliefs in 2003.

- Across all mediums, awareness in the ITPC media campaign significantly increased in 2003 (75%) since last year (66.5%).
- Youth respondents who were aware of an ITPC advertisement across any medium (TV, radio, print/billboard) were 45% more likely to be knowledgeable about the dangers of tobacco use than those not aware of any ITPC advertisement.
- Youth respondents in 2003 were significantly *more* likely to believe that smoking is *not* socially acceptable (57%) compared to youth respondents prior to the implementation of the media campaign (49%).

## DETAILED FINDINGS

### Advertising Awareness Across All Media

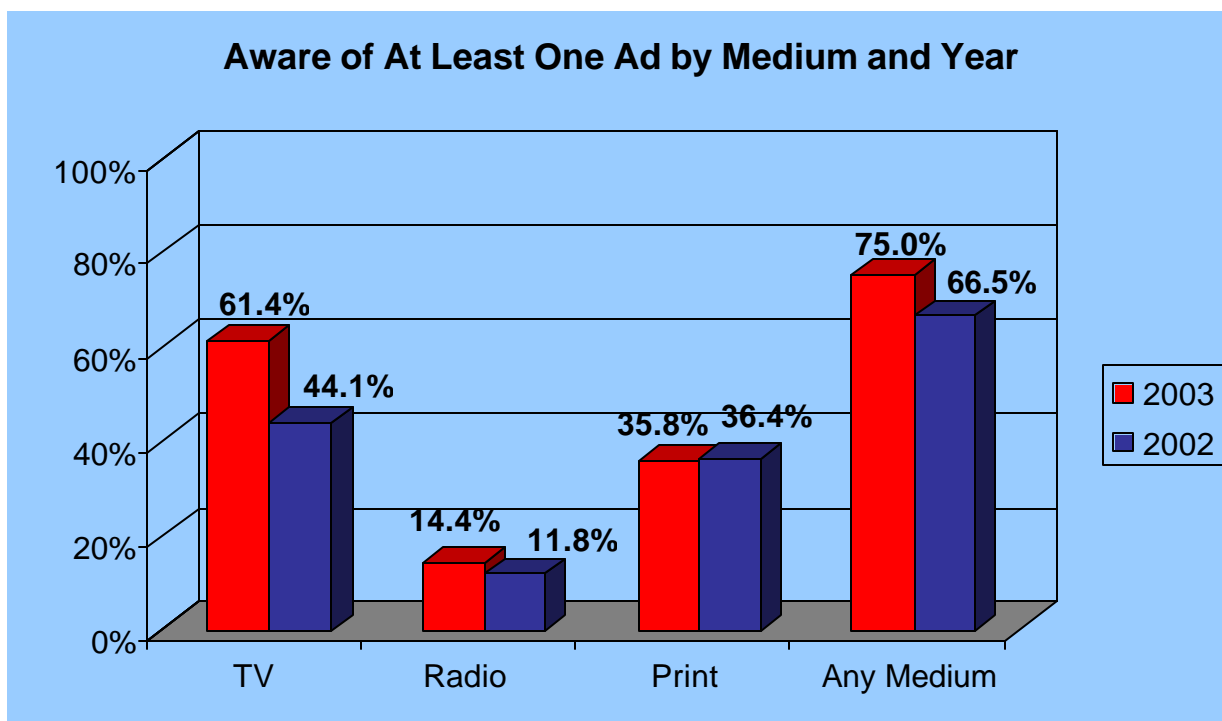
**I**n 2003, findings indicated that advertisement awareness increased significantly during the 2<sup>d</sup> year of the campaign among youth respondents:

- Overall awareness in the ITPC media campaign significantly increased in 2003 (75%) compared to 2002 (66.5%).
- Across all advertising mediums, television observed the largest increase in campaign awareness, with nearly a 40% increase since last year.

### Campaign Awareness Influence on Knowledge, Attitudes and Beliefs

Findings indicated that awareness of the ITPC media campaign has had a significant positive influence on youth knowledge, attitudes, and beliefs, during the 2<sup>d</sup> year of the campaign.

<sup>2</sup> NYTS is a comparable instrument conducted nationally by the American Legacy Foundation.



**Figure 1. Campaign Awareness Influence on Knowledge, Attitudes and Beliefs**

- Youth respondents who were aware of an ITPC advertisement across any medium (TV, radio, print/billboard) were 45% more likely to be knowledgeable about the dangers of tobacco use than those not aware of any ITPC advertisement.
- Youth respondents that were aware of at least one television advertisement were 55% more likely to hold anti-tobacco industry beliefs compared to youths with no TV advertisement awareness.

### **Trends in Knowledge, Attitudes and Beliefs**

We would expect to observe more changes in knowledge, attitudes and beliefs over time as the campaign progresses. Several findings from the 2003 youth survey supported this, suggesting that the implementation of the media campaign has significantly changed youth knowledge, attitudes and beliefs on a range of tobacco issues. Key differences between the youth pre-campaign and the 2-years post-campaign surveys are discussed below, with percentages presented in table 1.

- Youth respondents were more likely to hold anti-tobacco industry beliefs in 2003 compared to youth respondents prior to the implementation of the campaign.
- In 2003, youth respondents were significantly *more* likely to believe that smoking is *not* socially acceptable compared to youth respondents prior to the media campaign.
- Youth respondents in 2003 were more likely to believe that smoking cigarettes had a negative impact on the images of young smokers compared to youth respondents prior to the media campaign.

**Table 1: Increases in Anti-tobacco Attitudes and Beliefs\***

	<b>2001: Pre-Campaign Findings</b>	<b>2003: 2 Years Post Campaign Findings</b>
Industry Beliefs: Tobacco companies promote cigarettes to young people less than 18 and use increase nicotine to addict users	60%	77%
Social acceptability: If someone wants to smoke, that's <i>not</i> okay with you	49%	57%
Smoker Images: Smoking cigarettes makes young people <i>not</i> look cool	93%	97%

\*All comparisons are significant at  $p. < 0.05$ .

## **Knowledge of Key Tobacco Statistics**

Several findings indicated that knowledge of key tobacco use statistics has significantly increased since the beginning of the ITPC media campaign. This is an indicator that awareness of tobacco control has increased during the past 2 years through the media campaign.

- A significantly larger portion of youth respondents accurately ranked Indiana's smoking prevalence (31%) than respondents prior to the campaign (21%).
- Similarly, respondents in 2003 were significantly more likely to attribute the cause of most deaths nationally to tobacco (51%) compared to respondents prior to the campaign (31%).

The results from the 2<sup>nd</sup> year youth follow-up survey are impressive. Awareness of the ITPC campaign has significantly increased since the first year of the campaign. Moreover, several changes in youth knowledge, attitudes and beliefs have been observed since the implementation of the ITPC media campaign in 2001.